



2010 Entry Form
(Complete one for each entry.)

Email entry form and three-page description to awards@ncsha.org

Entry Name Faces Behind the Funding

Fill out the entry name exactly as you want it listed in the program.

HFA Tennessee Housing Development Agency

Contact Patricia M. Smith

Phone 615-815-2185

Email PSmith@thda.org

- Be sure to follow all entry guidelines and rules. ([See call for entries](#))
- Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Friday, August 13, 2010**.
- Attach a three-page description answering the below two questions, and including other information as you see fit. The description may not exceed three single-spaced, typed pages in length, text only, with one-inch margins and 11-point minimum font.

Use this header on the upper right corner of each page.

HFA _____

Entry Name _____

1. Provide a brief description of the program, project, or practice; when and why it was undertaken; what it has accomplished; and why it is meritorious.
2. Explain how the entry is responsive to the judging criteria provided in the [2010 Annual Awards Categories and Criteria](#).

Communications	Homeownership	Legislative Campaign	Management Innovation
<input type="checkbox"/> Annual Report <input checked="" type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Campaign <input type="checkbox"/> State Campaign	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you mailing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons With Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

HFA: Tennessee Housing Development Agency

Entry Name: Faces Behind the Funding

Who are the Faces Behind the Funding?

Tip O'Neill¹ is credited with saying "All politics is local." Tip received this sage advice from his father on the occasion of Tip's losing his first election. Tip had earned votes in many parts of the Cambridge (MA) council district, but slipped significantly in his own neighborhood. He'd taken those neighbors for granted; he assumed they knew what he offered. He heard and heeded the advice and it was his last electoral loss.

THDA is using the "All politics is local" mantra as the catalyst for our "Faces Behind the Funding" campaign. We recommend it to all housing providers. In early visits to introduce the new team at THDA we were asked to be specific about our work, to tell the story about the people we serve.

We know we excel in administering programs. We design application procedures to share the limited funding as fairly and equitably as possible, striving to be good stewards. We train our administrators to be efficient. We audit the quality of implementation and production through effective compliance monitors. That's all to be expected. The "Faces" campaign takes us back to the reason we administer programs. We don't want anyone to forget the flesh and blood reasons for the matching funds, for the zoning changes, for the construction upheavals. There may be checklists for public hearings and planning meetings and contractor selections, but the real result is providing Tennesseans safe, sound, affordable housing.

This campaign helps us to remember it is Rosie, the "neighborhood Granny" and retired switchboard operator whose dilapidated home was replaced with HOME dollars. We see Mark and Cristy of Blount County raising two small children in a home supported by trust fund dollars where the young couple has already invested 450 laborious hours to make their dream a reality. The "government programs" that are stabilizing homes for the good of the tax base are also providing stability for our neighbors, the people who make up our community.

Through this campaign we are introducing THDA funding recipients to our elected officials and other partners from the communities they serve. This localizes and personalizes the value of the programs posted on public hearing agendas. Faces can serve as an entrée when meeting a newly-elected official, and reinforce relationships with existing members. We don't want to be surprised when housing legislation is filed; we want to be at the brainstorming table. This campaign underscores that THDA is an effective partner for a community's development who should be called upon early in planning processes.

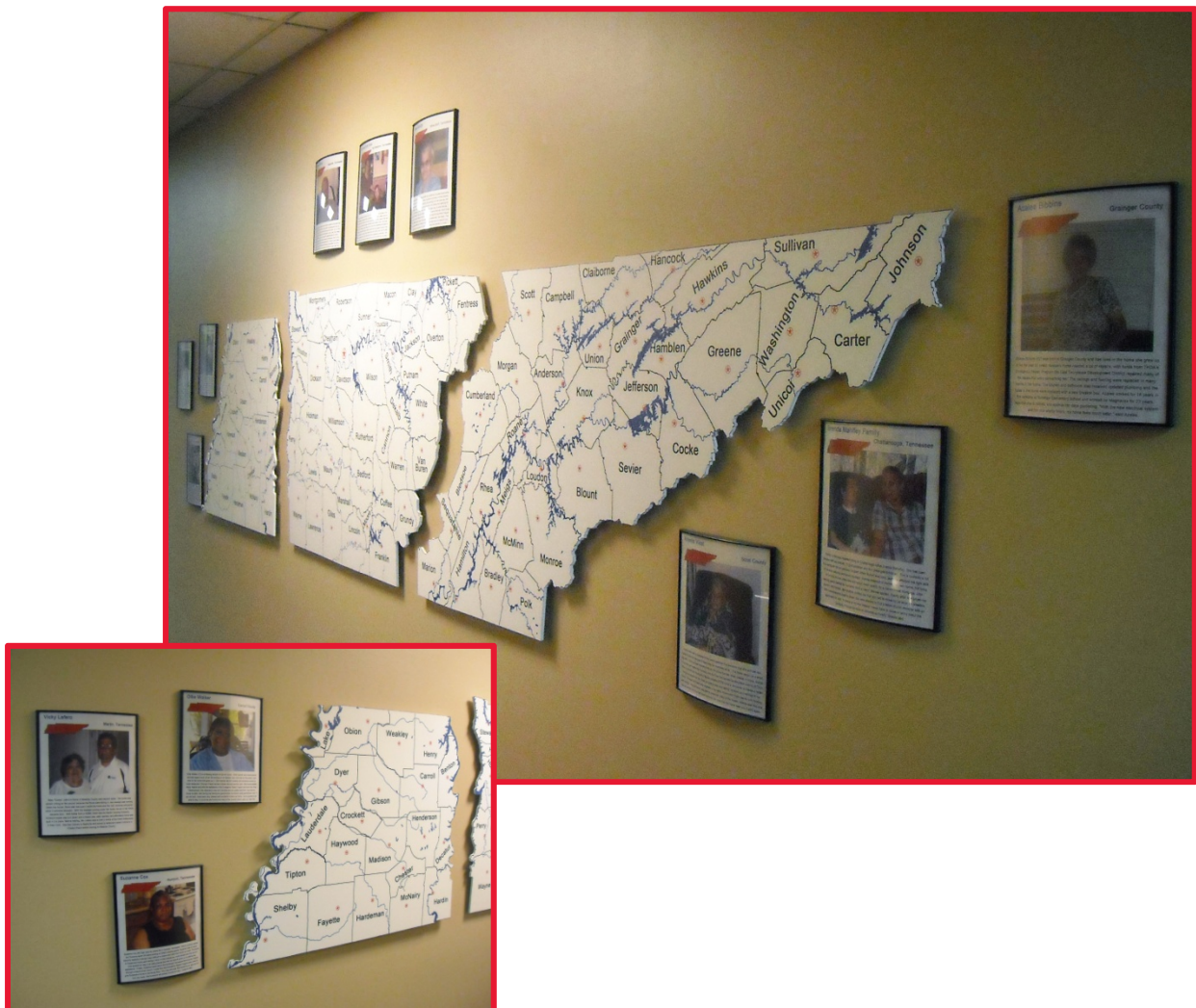
Our goal with the "Faces Behind the Funding" campaign is to have a story and a photo about a THDA funding recipient from each program we administer in each of Tennessee's 95 counties. Launched in 2009, we have already made great strides in accomplishing this goal. THDA staff, lead by our legislative liaison, have already put together more than 150 stories from 76 counties. The "Faces" stories and photos are attractively laid out on an 8.5 x 11 flyer that includes the local administrator's information and places the county in a recognizable context - great for

posting in elected officials and program administrators' offices. The ultimate goal of this campaign is to remind our industry partners, nonprofit partners, government officials and even our own staff that the people we serve are our neighbors, not just tallies on a spreadsheet.

THDA promotes the collection of "Faces" stories by visiting each program administrator workshop, selling the concept, and enlisting their help in one of two ways. First, we invite the administrators to secure a photo release (which we provide), a recipient's photo and their contact information. We provide the administrator with a simple questionnaire to fill out with the recipient. The questionnaire has a variety of questions to spark conversation. Although not every administrator is an effective reporter, many of the recipients are more comfortable talking to someone who is local and whom they have gotten to know well. The second option for administrators is to secure permission from the recipient for a THDA staff member to interview them and take their photograph.

The photos and stories collected for the "Faces" campaign flyers are also featured on a display board in THDA's offices and as a rotation of pictures on our website, www.thda.org. These serve as a daily reminder to our staff, and everyone who visits our offices and our website, of the individuals and families across our state whose lives are better because of the work we do.

1 - (Speaker of the House 1977-1987)



Faces Behind the Funding



Recipient

Rosie Dye Hasting

THDA Program

HOME Grant

Location

Wilson County



Tennessee Housing
Development Agency
404 James Robertson Pkwy,
Suite 1200
Nashville, TN 37243-0900
(615) 815-2200
www.thda.org

About the Home

Rosie Dye Hasting's home was in such bad shape that it was not salvageable. With funding from the HOME program Rosie was able to get a newly constructed safe and sound home.

"This program is such a blessing," said Rosie. "The new home has given a new sense of people caring about what happens to other people; and they are willing to help."

Rosie (61) is a lifelong resident of Wilson County. Rosie has been retired for the past 16 years, but she previously worked in a factory and as a switchboard operator for an orthopedic practice. Since retiring, Rosie enjoys spending time with the young people in her neighborhood being the "neighborhood Granny." She also likes to go bowling and she loves to cook.

Rosie shares her new home with 21-year old granddaughter Quemiece Dye Stewart.



About the HOME Program

THDA administers the federally funded HOME Program to promote the production, preservation and rehabilitation of housing for low income households. HOME Grants are awarded annually through a competitive application process to cities, counties and non-profit organizations outside the local participating jurisdictions. Community housing development organizations (CHDOs) are eligible to apply for THDA HOME Grants, only if the proposed project is outside most HOME local participating jurisdictions.

About the Development District

The Greater Nashville Regional Council (GNRC) is a regional organization of the 13 counties and 52 cities of the Greater Nashville Region of Middle Tennessee offering a variety of programming, products and services, both on the municipal and regional level. GNRC serves Stewart, Montgomery, Robertson, Sumner, Houston, Cheatham, Davidson, Wilson, Trousdale, Humphreys, Rutherford and Williamson counties. GNRC is a great partner with THDA and administers other THDA programs across the state.

Faces Behind the Funding



Recipients

Mark and Cristy Roach Family

THDA Program

Housing Trust Fund

Location

Blount County



Tennessee Housing
Development Agency
404 James Robertson Pkwy,
Suite 1200
Nashville, TN 37243-0900
(615) 815-2200
www.thda.org

About the Home

Mark and Cristy Roach, lifelong residents of Blount County, have two children, River (3 years old) and Lincoln (6 months old). They currently reside at the Watson Drive trailer park in a 40 – 50 year old trailer. Their substandard living conditions combined with their determination to provide a better life for their family made them ideal candidates for a Habitat for Humanity home.



Mark and Cristy heard about Habitat for Humanity from Mark's brother who was a Habitat homeowner many years ago. Mark and Cristy are avid believers in the Habitat process and how the program can change lives. The Habitat for Humanity partner family requirement of 450 sweat equity hours and over 100 hours of educational classes through Budget Basics and Home Repairs, have helped them learn to be financially responsible, learn how to make and live by a budget, and to be good stewards of their future home. The classes have increased their self-esteem and allowed them to meet other families living in similar circumstances. Since Mark is in the construction business, he looks forward to making repairs to his own home. He hopes to own his own business one day. Cristy, a busy stay-at-home mom, looks after their two beautiful children.

In their spare time, the Roach family enjoys participating in outdoor activities and just spending time together as a family. Mark and Cristy are very excited about homeownership and River is excited to have her own room. She loves to sing Hannah Montana songs and is quite a charming young lady.

The Roach family would like to thank East Tennessee Medical Group and THDA's Housing Trust Fund for helping to make their dream of homeownership a reality and eliminate substandard housing in Blount County.

About Habitat for Humanity

Habitat for Humanity is a nonprofit Christian organization that enables low-income people to own affordable, livable housing. Headquartered in Americus, Georgia, it was founded in 1976 by businessman Millard Fuller and his wife. Using donated materials and funds, those in need of shelter work alongside volunteers to build new homes or rehabilitate older structures. Finished dwellings are sold to participating families at no profit and are financed with no-interest mortgages; mortgage payments are then used to finance more housing. By the early 21st century Habitat for Humanity had built more than 200,000 homes in more than 80 countries.